

03/19/01
U.S. PTO

03-20-01

A
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Brad Pedersen

Attorney Docket No.: **BDP001-US**

Serial No.:

Art Unit:

Filing Date: **March 19, 2001**

Examiner:

For: **INTERNET ADVERTISEMENTS HAVING PERSONALIZED CONTEXT**

09/18 U.S. PTO
09/812253
03/19/01

APPLICATION TRANSMITAL

Asst. Commissioner for Patents
Box PATENT APPLICATION
Washington, D.C. 20231

Dear Sir:

Transmitted herewith for filing is the patent application of a patent application for the above-identified inventors and title. Enclosed are:

- 1 sheet of drawings (informal).
- 11 sheets of specification, claims and abstract.
- Declaration (signed).
- An assignment of the invention.
- A verified statement to establish small entity status under 37 C.F.R. §§1.9 and 1.27.
- An Information Disclosure Statement.

CERTIFICATE OF EXPRESS MAIL

Express Mail Label No. EK835325256US

Date of Deposit March 19, 2001

I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Brad D. Pedersen

Name of Person Making Deposit

Signature

The filing fee has been calculated as shown below:

| FOR: | NO. FILED | NO. EXTRA | RATE | SMALL ENTITY | | OTHER THAN A SMALL ENTITY | |
|---|-----------|-----------|------|--------------|--------------|------------------------------|--------------|
| | | | | FEE | OR | RATE | FEES |
| BASIC FEE | | | | \$355 | OR | | \$710 |
| TOTAL CLAIMS | 8 | - 20 = | 0 | x 9 = | \$0 | OR | x 18 = |
| INDEP CLAIMS | 1 | - 3 = | 0 | x 40 = | \$0 | OR | x 80 = |
| — Presence of Multiple Dependent Claim | | | | +125 = | | OR | +250 |
| | | | | TOTAL | \$355 | OR | TOTAL |

* If the difference is less than zero, enter "0".

- [] The Commissioner is hereby authorized to charge Deposit Account No. _____ to cover the filing fee of the above-referenced application..
- [X] A check in the amount of \$355 is enclosed to cover the filing fee.
- [] The Commissioner is hereby authorized to grant any extensions of time and to charge any fees under 37 C.F.R. §§ 1.16 and 1.17 that may be required during the entire pendency of this application to Deposit Account No. _____.

Respectfully submitted,

Date: 3/18/01


Brad Pedersen
Registration No. 32,432